



**HomeShare Woodstock
Annual Report | 2023**





HomeShare Woodstock connects home providers and home seekers to help people remain in their communities, strengthen bonds between neighbors, and create mutually beneficial, affordable housing solutions.

HomeShare Woodstock is excited to report on the many developments and accomplishments that took place during this past year. We are encouraged by the enthusiastic response to the program from participants, funders and partnering organizations. We continue to learn as we progress through each new Match that we make. Our protocols, procedures and materials are updated as needed to ensure that we are adequately addressing all issues that arise. A perfect example of this is our recent decision to revise our logo to better reflect the ten-mile radius that we serve by incorporating the names of those towns into the logo design. Another example is the addition of an elder abuse prevention statement in our HomeShare Agreement, which is signed by all parties to a Match.

The benefits of home sharing are realized in a number of impactful ways. The financial benefits provide the home seeker with an affordable rent and the home provider receives income that can help to offset taxes, assist with the mortgage, lessen utility costs or help with home repairs. The home owner benefits in additional savings from the tasks provided as part of the home sharing agreement that may include yard maintenance, light house work, driving and seasonal property work. On average, home providers receive 5 hours per week in task support saving the homeowner thousands of dollars annually in services. Home sharing allows seniors to continue to remain in their homes and age in place. Accrued benefits include increased well-being and mental health, companionship, and the sense of security in having another person in the home or on the property.

“I am delighted to have welcomed my new housemate into my home, as his contributions extend beyond mere assistance; he has become a genuine pleasure to be around. The Homeshare program has not only facilitated a mutually beneficial living arrangement but has also enriched my life with a compatible and amiable companion. Kudos to Family of Woodstock for orchestrating such a well-organized and supportive program.”

Wittenberg, NY

During this past year we have made significant progress in increasing the number of applicants to the program, particularly home providers, resulting in an increase in the number of new Matches made. We have maintained our projected annual goals which reflect realistic expectations for a new program as advised by other home sharing programs that we consult with on a regular basis for information and advice.

ROI Stats for HSW Program

HSW Annual Budget / Cost of program	\$53,244.00	
# of People w/ Stabilized Housing	14	
Program Cost per Participant	\$3,915.14	
Program Cost per Match of		
- 4 people	\$15,660.56	
- 3 people	\$11,745.42	Average # of ppl per match
- 2 people	\$7,830.28	

SUBMITTED APPLICATIONS	2022	2023	Annual % increase/decrease
Home Seekers	41	47	+14%
Home Providers	9	17	+88%

Processed applications represent applicants that have completed the entire vetting process.

PROCESSED APPLICATIONS	2022	2023	Annual % increase/decrease
Home Seekers	22	20	-9%
Home Providers	8	15	+87%

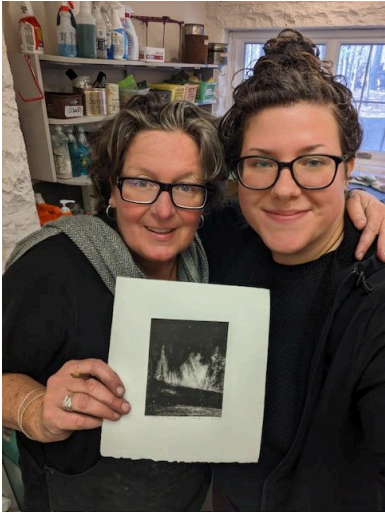
% PROCESSED APPLICATIONS VS SUBMITTED APPLICATIONS	2022	2023	Reasons for unprocessed applications
Home Seekers	53%	42%	Did not complete paperwork; ineligible for program (ie-homeless); found other housing
Home Providers	88%	88%	Withdrawn application; selling home; found other renter

MATCHES	2022	2023	Annual % increase/decrease
MATCHES CREATED	2	5	+150%

# OF PEOPLE SERVED BY MATCHES	4	14	+250%
AVERAGE MONTHLY RENT		\$600.	
TASKS + RENT	2	4	+100%
RENT ONLY	0	1	
MAXIMUM RENT ALLOWED BY PROGRAM			No maximum. Program has conversations with home providers regarding realistic rent expectations and we aim for no more than 30% of the applicant's monthly income.

In addition to increasing applicant participation, we have been successful in recruiting new Advisory Board members and program volunteers. Both are integral to the success of the program. Our ten-member **Advisory Board** is a diverse representation of community members that include representatives from partnering organizations, retired social workers and members of the LGBTQ and faith-based communities. The Advisory Board reflects a diversity of backgrounds, skills and experiences. They advise on program structure, policy and procedures, review the progress of the program and offer assistance with outreach, funding and program development. Our **Interview Team** is responsible for all aspects of the application and matching process from conducting the initial intake interviews and completing the vetting process to remaining in contact with the home sharers throughout the Match process. Each Interviewer on the Team is assigned multiple applicants who they manage throughout the applicant's participation in the program, including regular check-ins after a Match has been made.

The HomeShare Woodstock program employs one part-time staff and is otherwise run by a core of volunteers that comprise an advisory board of 10 volunteers and an Interview Team of 9 volunteers. The program relies heavily on the contributions of our program volunteers. The part time position of **Project Director** provides administrative and programmatic support, coordinates outreach efforts and supports the work of the HomeShare Advisory Board and Interview Team.



"I am so grateful I heard about the HomeShare program. They have been so supportive and determined in finding me the perfect housing match, and they have? Being a tenant of Kate and Sarah has been incredible and I'm so lucky to have found my new home in Olivebridge." - Heather Caufield, Olivebridge

Home Sharers Kate McGloughlin and Heather Caufield. Heather contributes 8 hours of studio assistance in Kate's studio as part of her HomeShare Agreement.

As the state's first home sharing program outside of New York City, constant outreach is a necessary part of our efforts to increase awareness of our program and to encourage applications. During the spring, summer and fall months we table at area Farmers' Markets, Library Fairs and community events and present information sessions at

area libraries. New outreach efforts this past year included presentations to the towns of Olive and Woodstock directed at offering the HomeShare Woodstock program as an option to those denied short-term rental applications. We continue to cultivate new relationships and to develop outreach to new audiences. Presently, we are in conversation with the City of Kingston to conduct a survey to assess the need and capacity for expanding the HomeShare Woodstock program into the Kingston area.

Funding support for the HomeShare Woodstock program has come from Family of Woodstock and from the Town of Woodstock’s American Rescue Plan Act Funds for the 2023 calendar year. Family of Woodstock supports the HomeShare Woodstock program in many ways. The agency gives the program office space, office services, budgeting assistance and covers costs not absorbed in other ways by the new HomeShare program. The 24 Hour Hotline is an intake point for people seeking information about the program. HomeShare volunteers are trained by Family staff and the reputation of the agency is a huge benefit when introducing a new concept such as home sharing to the public.

The initial startup was funded in 2022 in part by the NY State Office for the Aging and the current year is funded in part by the Town of Woodstock through the American Rescue Plan Act Funds. Both were one-time allotments to cover the cost of hiring our part-time administrator.

Our experience with the program has shown us that each Match is unique. As we review and revise our protocols, policy and procedures, we continually update and introduce new information. This allows us to continue to present a well-considered home sharing program that meets the needs of our participants and that protects the interests of our organization. Examples of two recent additions to our procedures are the incorporation of a protective clause in our Agreement that addresses abuses that might develop involving transfer of property or financial controls and the creation of a Wellness Index that measures the less tangible benefits of the home sharing program.

Applications & Matches

As we conclude our second year of accepting applications into the program we are pleased to report that we anticipate meeting our goal of six new Matches this year. The advice of the other home sharing programs that we consult with has always been to set modest goals for the first few years. We set a goal of 3 Matches in the first year, which we met. Our goal for 2023 was 6 Matches. We have made 5 Matches to date and are hopeful that a Trial Match currently in process will result in a Match Agreement for next year.

There is a tremendous investment of time in processing applications. Not all applications are program screened applications - meaning that for various reasons, including simple ineligibility, the applicants do not go through our vetting process. These applications are filed as Inactive. The metrics that we measure for the program are based on information from applications that are completely screened and processed, unless specifically noted otherwise.

2023 Applicant Profiles

	Home Seekers	Home Providers
Age Range	24-85	43-86
Average Age	50	72

Funding

The projected budget for HSW for the 2023 calendar year was 63,686. Funding support for the 2023 calendar year came through the Town of Woodstock's American Rescue Plan Act Funds in the amount of \$35,000. Family of Woodstock provided the additional funds to close the gap. This is not a sustainable solution and HomeShare Woodstock continues to seek additional, long term funding to support the program.

Funding requests submitted in 2023:

Grant	Amount Requested	Determination
AARP	\$5,487.00	Not awarded
Community Foundations of the Hudson Valley	\$5,000.00	Awarded (for 2024 year)
Key Bank	\$5,000.00	Application in process for 2024 year funding

Outreach

HomeShare Woodstock engages in continued outreach efforts to increase the awareness of our program to towns within the ten-mile radius that we serve and to increase the number of applications to the program from both home seekers and home providers. We distribute informational materials, make applications available, answer questions and introduce ourselves to the communities that we serve. In addition to in-person outreach, our newsletter *Home Notes*, created this year, is mailed quarterly to our mailing list of over 400 individuals as well as to the Family of Woodstock agency mailing list.

Some of our outreach this year included:

- Spring, summer and fall tabling events at area Farmer's Market, concerts, library and community fairs in Woodstock, Saugerties, Kingston, Phoenicia and Olivebridge
- Area town housing committees - Presentation to the town of Olive where we introduce the HomeShare Woodstock program as a possible alternate option to those who are denied STR (Short Term Rental) with presentations in other area towns pending
- Advisory consulting - In-person and virtual conversations with members of town boards and housing committees in Ellenville and Ancram, wishing to create home sharing programs in their communities.
- Resource Center for Accessible Living (RCAL) - where we met to discuss our program with case workers working with people wanting to return to their homes after stays in nursing homes
- Kingston Radio - two radio episodes about the HomeShare Woodstock program on the *Family Time* program with Family of Woodstock Executive Director, Michael Berg
- Mohonk Consultations Conference, *Room Enough for Both: Building Affordable Housing and Preserving Open Space in the Hudson Valley* - where we attended an informative conference on affordable housing and had the opportunity to network with colleagues in the Hudson Valley working on similar concerns
- Library Information Sessions - Presentations at Olive, Phoenicia, Woodstock and Saugerties Libraries where we are able to offer a more personalized discussion of our program



- Press - we received a feature article on HomeShare Woodstock in the *Times Union* (Aug. 24, 2023) ([timesunion.com](https://www.timesunion.com)) and the *Daily Freeman* (Dec. 30, 2023) [Family of Woodstock launches home-sharing initiative – Daily Freeman](#)

Future Plans

The needs of HomeShare Woodstock for the coming year include identifying stable funding and ongoing support for the program. The program is supported by the fundraising efforts of Family of Woodstock, Inc. In addition, HomeShare Woodstock has been fortunate to receive major funding for our part-time salaried position from the NY State Office for the Aging in our first year, and from the Town of Woodstock, American Rescue Plan Act Funds for our current year. For the first time we received foundation funding from the Community Foundations of the Hudson Valley for the 2024 calendar year.

We have a targeted goal of eight new matches for next year and targeting more outreach to increase funding for the program. Our Advisory Board members are beginning to focus on grant research, and we are applying to new funding sources as we become aware of opportunities. Our outreach efforts have yielded useful suggestions for funding and will continue to be a focus of a new series of meetings with local and state representatives and organizations working with seniors.

"I don't believe anyone can lose in this program if you follow all the procedures. It is a Win Win. The home owner receives income and the renter has a place they can afford. I believe everyone should have a place to live and a place to feel safe. I could have continued to rent to traveling medical people, but having a family in that house benefits me, the family and the entire community. A teenager who had to share a one bedroom apartment, now has a private room where she can close the door. They have a yard. Anyone who has extra room in their home or a separate space like I have, should join this program."

- ME, Saugerties

It is essential that the program increase the supply of available homes and we would like to expand the number of providers in the program next year. We plan outreach efforts in public and private settings to promote home sharing to specifically attract more home provider applicants. Partnering with local governments in the towns we serve, offering educational programs for seniors that include information about home sharing, and designing our messaging to address known barriers to home sharing will enable us to accomplish this much needed expansion.

Some of the specific efforts we are targeting for the coming year include:

- Preliminary assessments for the possibility of expanding the reach of HomeShare Woodstock to the Kingston area. A meeting with the Kingston Director of Housing Initiatives along with HomeShare Woodstock staff and Advisory Board members is planned for January 2024.
- Promotional Video - We are reaching out to the Matches that we have made this year for inclusion in a short video that we will use to promote the HomeShare Woodstock program, specifically to include

testimonials from Match participants. We expect that personal accounts from those who are participating in the program will go a long way to help promote the benefits of the program and to address the barriers that may prevent some from considering the program.

- Panel Discussion - We are planning a panel discussion as programming for the spring that will include Home Providers and Home Seekers who are currently in Matches. This program will include and complement the short video we are creating and offer the opportunity for the community to hear first-hand accounts from those participating in HomeShare Matches.
- Promotional PowerPoint - As a way to elevate our in-person outreach to libraries, town housing committees and other organizations that we seek to educate about our program, we will create a short PowerPoint presentation to offer housing statistics along with the metrics and personal stories of the HomeShare Matches we've made.
- Creation of a Database - Being able to track applicant information provides us with the ability to effectively measure our program. Establishing a less manual and more integrated database that can immediately organize and track information is ideal. We hope to work with Family's IT department to create an effective database and to make applications available by download from our webpage.

Attachments

- **Revised HSW logo and mission statement**



Connecting home providers and home seekers to help people remain in their communities, strengthen bonds between neighbors, and create mutually beneficial, affordable housing solutions.

- **Personal Wellbeing Index**

One of the means of measuring the success of our home sharing program is to conduct a wellbeing assessment prior to, and following, a match. Please complete the following questions as they relate to you today. Please answer with a number based on a scale of 0-10, **0** meaning that **you feel no satisfaction at all** and **10** meaning that **you feel completely satisfied**.

How satisfied are you with ...	Respondents Rating 0-10	Notes
... your standard of living?		
... your health?		
... what you are achieving in life?		
... your personal relationships?		
... how safe you feel?		

... feeling part of your community?		
... your future security?		

- Home Notes newsletter Dec. 2023

DECEMBER 2023

NEWSLETTER VOL 1 | NO. 5

HOME NOTES

Connecting home providers and home seekers to help people remain in their communities, strengthen bonds between neighbors, and create mutually beneficial, affordable housing solutions.



NEW OPPORTUNITIES



HomeShare Woodstock is busy making matches! We have just made our fifth match for this year benefitting a total of fourteen people. We are always in need of more Home Providers and we have many terrific applicants hoping to be helpful to others. All of our Home Seekers can afford some rent and our Home Providers are

flexible, each situation is unique. Here are some profiles of our current home providers and home seekers:

- This gentleman has 36 years of carpentry experience as a self-employed contractor. He is quiet, hardworking and loves chess. A great match for someone looking for assistance with home projects!
- We have several applicants who are older artists on fixed incomes who have no car so need to be close to town. They are willing to help with computers, driving, pet sitting and sometime gourmet meals. They have lots to offer!
- Separate cottage owned by an older woman who would like the security of someone else living on her property, help with computer tasks and snow shoveling. And she would love an occasional game of scrabble!

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"I don't believe anyone can lose in this program if you follow all the procedures. It is a Win Win. The home owner receives income and the renter has a place they can afford. I believe everyone should have a place to live and a place to feel safe. I could have continued to rent short term, but having a family in that house benefits me, the family and the entire community. Anyone who has extra room in their home or a separate space like I have, should join this program."

M.E., Saugerties

MATCH PROFILE



Meet Kate and Heather. Heather loves the arts and was looking for a home share where she could be of help to a home provider and that would allow pets. Kate is a busy artist who was looking for a new tenant on the property she shares with her partner Sarah. Kate now benefits from Heather's help with projects in her studio and Arrow the cat has a sweet new home! Both have been happily home sharing since the summer. Here's what they have to say:

"I am so grateful I heard about the HomeShare program. They have been so supportive and determined in finding me the perfect housing match, and they have! Being a tenant of Kate and Sarah has been incredible and I'm so lucky to have found my new home in Olivebridge."

Heather Caulfield

"We love Heather and Arrow. We love HomeShare! HOMESHARE IS THE WAY OF THE FUTURE... and in Olivebridge, the best part of the past..."
Kate McGloughlin and Sarah Stitham

WE'VE GOT A NEW LOGO!

HomeShare Woodstock serves towns within a ten-mile radius of Woodstock and this is now reflected in our new logo.

Many thanks to June Robinson for her always fabulous design work!



HOUSING STATISTICS



We learned a lot during our attendance at the recent Mohonk Consultations' Conference, **Room Enough For Both: Building Affordable Housing and Preserving Open Space in the Hudson Valley**. It was a day of informative and passionate presentations about the ways in which we can find solutions for affordable housing while also working in partnership with interests to preserve open space. We wanted to share some important statistics that were presented at the conference -

- The cost of homeownership is now out of reach for the majority of our neighbors in any of the Hudson Valley's nine counties
- The median-earning family falls \$109,609. - \$280,699. short of the mortgage necessary to purchase a median-priced home
- Prices have been pushed higher by the pandemic migration during 2018-2020
- The typical renter makes 40-60% of AMI (Area Median Income) in all of our counties

The Number of Cost-Burdened Older Adults Is at an All-Time High

- Single adults working 40 hours per week on average renter wages cannot afford a one-bedroom apartment in any of the nine counties
- Renters would need to earn anywhere from \$1 to \$26 more per hour to afford rent in their respective counties. Renters in every county are considered "cost burdened."
- Fair-market rents would need to decline anywhere from \$33 to \$1,343 per month to make them affordable for a person earning average renter wages across the region.

Source: Hudson Valley Pattern for Progress

NEWS

Thinking of home sharing but don't have the right space?

Woodstock Housing Alliance (WHA) and Bank of Greene County have launched a low-cost loan program using the Town's ARPA Funds to help Woodstockers build Accessory Dwellings for affordable rentals and for home sharing! Funding can be for kitchen, bathroom appliances, or minor construction. Participants in the A-ADU Program agree to rent their apartment at an affordable rate. Are you a Woodstocker thinking about home sharing?

Contact Kirk Ritchey kirk@woodstockhousingalliance.org or Amanda Grant at the Bank of Greene County, 81 Mill Hill Road, Woodstock, NY 12498.

HomeShare Woodstock receives new funding!

HomeShare Woodstock is pleased to share the news that we are the recipient of a \$5,000. grant from the Community Foundations of the Hudson Valley. The grant will be used for general operating support and to help us increase our outreach efforts.

We are grateful to the Community Foundations of the Hudson Valley - Thank you!

CONTACT US

- Want to learn more about HomeShare Woodstock? We are available to come speak to your group or organization.
- Are you considering home sharing? We are happy to answer your questions and to provide you with an application.
- Know someone who needs housing or would like to share their home? Please share this newsletter with them!

Call us at **845.679.2485** or email us at homesharewoodstock@familyofwoodstockinc.org

Follow us on Facebook at [HomeShare Woodstock](https://www.facebook.com/HomeShareWoodstock) 

Happy Holidays!

from all of us at HomeShare Woodstock!

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HomeShare Woodstock is grateful for the support of the Town of Woodstock, American Rescue Plan Act Funds.